

ABSTRACT

A system and method (the "Channel Dancer") of delivering broadband content that has been personalized for a recipient user is disclosed. By excelling in the personalization of the user's view of broadband content on the Internet and otherwise, the system and method develop "stickiness" with the user that maximizes the benefits and effectiveness of advertising and related activities. The system preferably comprises a network operations center ("NOC") that receives and packages content, with promotional materials, on virtual channels, a transmission medium that transmits the virtual channels, a broadband ISP with a point-of-presence ("POP") server that receives the virtual channels and routs virtual channels to a user machine, based on requests received from client software (the "client") resident on the user machine and filtering performed by the client based on a personal profile of the user.